



Social Media and Communications Coordinator Camp Ramah in the Berkshires

This position is based out of the year-round offices in Teaneck, NJ from September - May (three days a week in the office) and at Camp Ramah in the Berkshires, in Wingdale NY from June - August.

Position Summary

Reporting to the Director of Institutional Advancement, the Social Media and Communications Coordinator is responsible for our social media, website management, alumni communications, fundraising campaigns, digital content, and all content creation.

Salary: \$55,000-\$60,000 or commensurate with experience

Benefits:

- Medical, dental, and vision coverage per the Camp's standard benefit package
- Free camper tuition for your children.
- 403(b) Retirement Plan: After one year of employment you will begin receiving a 3% employer contribution to your 403(b) in addition to any amount you personally elect to contribute.
- Generous PTO: 10 days personal vacation. 5 days off post camp. The office is closed all of Pesach, Christmas through New Years, as well as the Jewish and secular holidays.
- Flexible Savings Accounts (FSA): Medical and Dependent Care FSA.

What You'll Do:

I. Social Media & Digital Content:

- Develop and manage a strategic social media calendar as well as oversee the process of posting from start to finish.
- Post daily updates, stories, and content throughout the summer as well as over the course of the year to engage the community, parents, alumni, and prospective campers/parents.
- Create reels and videos to enhance social media presence as often as is needed.
- Design graphics for social media posts, ensuring brand consistency and visual appeal.
- Keep the community engaged with Camp over the course of the year when summer is not in session by continuing to post on social media, increasing user engagement.

II. **Communications & Branding:**

- Collaborate with senior leadership to develop and execute organization-wide communications and marketing strategies that enhance Ramah Berkshires' mission, visibility, and outreach.
- Create original content, source images and videos, and write/edit branded materials for key audiences, including donors, alumni, prospective campers, current families, and staff.
- Ensure year-round staff are informed about communications, branding, and marketing strategies by presenting and coordinating updates, ensuring all departments are aligned with outgoing marketing and communications efforts.

III. **Email Marketing & Outreach:**

- Develop and implement a comprehensive fundraising campaign strategy for initiatives such as *Give the Gift of Camp*, the Annual Gala & Auction, and the Staff Appreciation Fund—overseeing branding, logos, timelines, and execution.
- Manage all Ramah Berkshires Alumni Association communications (email, design, social media, etc.) Communicate with alumni on messaging, and work in collaboration with Associate Director of Development on execution.
- Develop and oversee the Ramah Berkshires annual report, including design, data, and content.

IV. **Written Communications:**

- Write and refine all external communications to maintain a cohesive and compelling organizational voice across platforms.
- Draft and edit content for letters, appeals, website copy, newsletters, parent updates, annual report, and general announcements.

V. **Website Management:**

- Work with web developers to maintain and enhance the Ramah Berkshires website.
- Update website content and images using WordPress to ensure accuracy and engagement.

Desired Knowledge, Skills, and Abilities

- Professional experience and/or degree in marketing and communications
- Proficiency in WordPress for website management and updates.
- Experience working with email marketing platforms and databases.
- Strong design skills, preferably with Canva.
- Highly organized and detail-oriented, with the ability to manage multiple time-sensitive projects effectively.
- Ability to work independently while also leading and collaborating with cross-departmental teams.
- Exceptional written and verbal communication skills.
- Strong commitment to Ramah Berkshires' mission and core values.

About Camp Ramah in the Berkshires:

Camp Ramah in the Berkshires (CRB) was founded in 1964 on the principles that Jewish expression and experience, Israel, and Modern Hebrew should be woven into the fabric of everyday life at Camp; and, programming of all types — from the sports fields to the arts studio, eating, singing, dancing, to even just hanging out — should all be infused with Jewish values, traditions, and rituals. Now, fifty-eight years later, Ramah Berkshires serves more than 650 campers (ages 8-16) each summer, supported by approximately 250 summer staff members, at our 250-acre property in Wingdale, New York. Campers come predominantly from communities across the New York metropolitan area, including New York City, Westchester, Long Island, and Northern New Jersey.

Camp Ramah in the Berkshires provides a compelling expression of 21st -century traditional egalitarian Jewish life. We model vibrant, inspiring, and joyful Jewish life within the Conservative Movement and are a vital center of American Judaism for Jews of all ages. To achieve this vision, we create a culture of warmth, care, commitment, fun, and exploration for our campers and our staff. We focus on hiring and developing staff members who can serve as appropriate and spirited role models for campers and for each other in all aspects of their lives. We experiment with and offer bold programming, striving to best integrate serious and sustained Jewish living and learning, while aiming for excellence in all of our endeavors.

To Apply:

Only applications with resumes and cover letters will be considered. Please send materials to lkahan@ramahberkshires.org and include in the subject line “*Social Media and Communications Coordinator, First Name and Last Name*”